FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00040864 **Type of Permit:** FILMING **Release Date:** 06/14/2011

Production Company SUPPLY & DEMAND

Insured Company Name SUPPLY & DEMAND

Contact Phone No. 1 310-956-3500
Contact Phone No. 2
Fax
Address 145 HUDSON ST
NEW YORK, New York 10013

Production Title HEAD AND SHOULDERS

Type of Production Commercial - Standard

Producer Henri Dragonas

Director Greg Popp

1st AD n/a n/a

Production Manager Alina Stevens

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Paul Kruhm
Primary Phone Mobile - 310 779 6221
Secondary Phone

Location Assistant Richard Latarewicz
Primary Phone Office - 310-956-3500
Secondary Phone

Fees

Posting 1200	$276.00
Posting 1500	$345.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$1,330.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS PREP-STRIKE	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$380.00

Total Permit Fee $3,796.00

Number of Locations 1

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Summary Information — Location

Permit Number F00040864
Production Company SUPPLY & DEMAND
Insured Company SUPPLY & DEMAND
Production Title HEAD AND SHOULDERS

Location Manager Paul Kruhm
Primary Phone Mobile - 310 779 6221
Secondary Phone

Location Address 5800 Topanga Canyon Blvd, Los Angeles, CA, 91367

Location Type Park

Location Description WARNER RANCH PARK

Prep Dates 6/14/2011 - 6/14/2011 12:00 - 19:00 1 day

Film Dates 6/15/2011 - 6/15/2011 06:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
F40864, Warner Ranch Park.pdf
F40864, supply and demand.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	5
Cube Trucks	3
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
Extras	35

Filming Activities Atmospheric Smoke Effects; Exterior Dialogue; Exterior Performance and Playback; Simulated autograph signing session; Tents; Equipment staged in driveway;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 560 **Grid:** A1

Approvals LOS ANGELES POLICE DEPARTMENT — Suzan Nelson
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Rafael Vega

Parking
Base Camp
Location Type : Filming Location
Parking Notes
parking structure

Crew Parking
Location Type : Other Location
21725 Califa St, Los Angeles, CA, 91367

Posting "No Parking" signs S/S Califa St, Topanga Canyon Blvd. - Owensmouth Ave.

Approximate Footage 901 - 1200 **Log Number** 17242

Date(s) 6/15/2011 to 6/15/2011 **Time(s)** 00:00 to 00:00

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Summary Information — Location

Permit Number	F00040864	**Location Manager**	Paul Kruhm
Production Company	SUPPLY & DEMAND	Primary Phone	Mobile - 310 779 6221
Insured Company	SUPPLY & DEMAND	Secondary Phone	
Production Title	HEAD AND SHOULDERS		

Posting "No Parking" signs N/S Marylee St, Topanga Canyon Blvd. - Owensmouth Ave.

Approximate Footage 1201 - 1500 **Log Number** 17242

Date(s) 6/15/2011 to 6/15/2011 **Time(s)** 06:00 to 22:00

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Permit #F00040864

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **Production Company allowed to prep at Warner Ranch Park on June 14, 2011 from 12pm-7pm.**
- **Production Company allowed to erect a steel deck**
- **Production Company allowed to erect two large tents and stake no more than 6 inches into the ground.**
- **Production Crew allowed to film at Warner Ranch Park on June 15, 2011 from 6am-8pm.**
- **Production Crew allowed to use atmospheric smoke, only if it is water based.**
- **Production Company is allowed to have Carnival Vendor Machines.**
- **Production Company is allowed to use the existing canopies on the facility grounds.**
- **Production Company is allowed to use a condor but must place plywood down in the direction that it moves in.**
- **Production Company is allowed to cater for breakfast, lunch, and dinner.**
- **Production Company is allowed to park equipment vehicles & trailers behind the band shell as long as the vehicles do not block the dumpsters.**
- **Production Crew allowed to park equipment vehicles & trailers behind the band shell as long as they don't block the dumpsters.**
- **Cannot impede park patrons from park activities.**
- **Production Company may do up to 2 minute pedestrian control.**
- **Cannot interfere, prevent, or clear park patrons from the location of filming.**

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It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
6/13/2011

- **Production Company does not have permission to remove or move existing landscape.**
- **Production Company is not allowed to add landscape unless approved.**
- **May not drive on any park service road or grassy areas unless approved.**
- **Must work around maintenance activities.**
- **All equipment must be handheld only.**
- **May not block entrance or exits.**
- **Patrons have the right of way at all times.**
- **Production Company does not have exclusive use of any part of the park at any time.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitted and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these

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guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitted will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitted there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

Supply & Demand
(Warner Ranch Park)
F-40864

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Supply & Demand ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 4/10/11

Representative's Signature

Richard Lafavore

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Supply & Demand

Name of Principal (i.e. company name) (Please Print)

145 Hudson St.
NY NY 10013

Principal's Mailing Address (Please Print)

310-956-3500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869